



**For immediate release**

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## **Santa Maria resident inducted into fair association Hall of Fame**

SANTA MARIA— The Santa Maria Fairpark is thrilled to announce that Santa Maria resident and long-time Fairpark supporter, Pat Kress, has been selected by the Board of Governors for the Western Fairs Association (WFA) to be inducted as the newest member of the Hall of Fame. The ceremony will take place in January at the WFA annual convention in Reno, Nevada.

Ms. Kress has enjoyed a career that spans nearly four decades of fair management, including at fairgrounds in Santa Maria and Santa Barbara.

“It’s a tremendous honor to be recognized by my peers. I feel fortunate to have had a rewarding career in which I get to help bring fun and learning experiences to the community,” Ms. Kress said.

Ms. Kress started her career in the fair industry working as the Master Food Purveyor at the Earl Warren Showgrounds in Santa Barbara in the 1980s. She moved into Showgrounds management, first working as the Satellite Wagering Facility Supervisor. In due course, she was promoted through the Exhibit Supervisor position and ultimately became the CEO at Earl Warren Showgrounds, a position she held for a number of years before retiring.

Upon her retirement from the Showgrounds, Ms. Kress founded PK Consulting, which for nearly two decades has provided services including asset and project management, accounting services and concessionaire audits to fairgrounds throughout the west. Through PK Consulting, Ms. Kress has provided transitional leadership at six fairgrounds by serving as Interim CEO. This includes the Santa Maria Fairpark, where Ms. Kress served as Interim CEO after the retirement of Dennis Pearson.

Current Fairpark CEO Richard Persons said, “Pat has been a constant throughout my nearly 35 years of working in and around California fairs, serving as colleague, consultant, collaborator, and friend for me and for many others in the fair industry. I was happy to support her

nomination, and I'm absolutely thrilled about her selection to the Western Fairs Association Hall of Fame."

Throughout her career, Ms. Kress has been an active member of WFA. She has served on virtually every committee and as Treasurer, Vice President, and President of the Association. She currently is the Treasurer for the Association's charitable arm, the Blue Ribbon Foundation.

Members of Santa Maria Fairpark's Board of Directors and management team plan to attend the induction ceremony in January.

WFA is a nonprofit trade association serving the fair industry throughout the western United States and Canada.

For more information, visit [www.santamariafairpark.com](http://www.santamariafairpark.com) or Like us on [Facebook](#).

### **About the Santa Maria Fairpark**

The Santa Maria Fairpark serves as the hub for major events and community activities on California's Central Coast. The state-owned facility hosts the annual Santa Maria Valley Strawberry Festival, which attracts more than 70,000 people and is home to its headlining event the Santa Barbara County Fair, which is attended by more than 150,000 people.